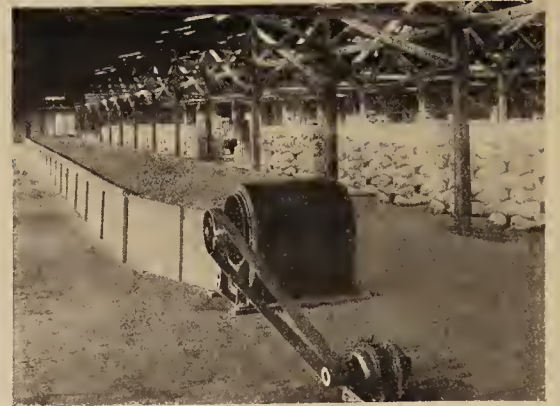


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# H. M. TAYLOR, SEEDSMAN, Inc. « QUINCY, FLORIDA

VARIETIES			VARIETIES			VARIETIES		
VARIETIES	PRICE	LBS.	VARIETIES	PRICE	LBS.	VARIETIES	PRICE	LBS.
WONDER.....			FORDHOOK EARLY.....			R. B. GOLDEN HONEY.....		
IMP. KLECKLY.....			R. L. ICING.....			EXCEL BLACK.....		
KLECKLY SWEET.....			L. L. GOLDEN HONEY....			EXCEL LIGHT.....		
HALBERTS HONEY.....			RATTLESNAKE.....			BLACK GYPSY.....	23¢	
TOM WATSON.....			SHAILER BLUE.....			PORTO RICO.....		
IRISH GRAY.....			DUKE JONES.....			JUMBO.....		
THURMOND'S GRAY.....			CHILEAN W. S.....			NIGGERHEAD.....		
COLE'S EARLY.....	22¢		L. L. ICING.....	22¢		PERFECTION.....		
HARRIS EARLY.....			GRAY MONARCH.....			ORANGE MELON.....		
ALA. SWEET.....			BLACK DIAMOND.....			STONE MTN.....		
BRADFORD.....			SCHOCHLER.....			KLONDIKE.....		
RIBAULT.....			KOLB'S GEM.....			HUNGARIAN HONEY.....		
PEERLESS.....			IRONCLAD.....			WINTER QUEEN.....		
ICE CREAM.....			SWEETHEART.....			<i>Grey Stone</i> .....	25¢	
JACKSON.....			ANGEL'S KISS.....			<i>Divine Queen</i> .....	70¢	
FLA. FAVORITES.....			R. D. ICING.....					

The seed planted is the smallest item of expense entering into the production of any crop.

The difference in cost per acre of ordinary or poor seed, and the best seed obtainable, is usually only a few cents.

The difference in cost per acre between THE BEST WATERMELON SEED and ordinary watermelon seed will amount to less than twenty cents. BUT what a difference in results!!

It is a thoroughly established fact that under good conditions of soil, weather, and culture, the use of *poor seeds* results in failure,—partial or complete, and loss of profit; while use of *the best seed* assures heavier yields, finer quality, and bigger profits.

Experience proves that PEDIGREE AND BREEDING are as important in the production of seeds as in the production of live stock.

Who, in these days of enlightened progress would think of buying scrub stock for breeding purposes, or even to feed for market?

Unfortunately the character of seeds can not be determined by their appearance, as can the character and breeding of animals.

A seedsman's responsibility to his customers and his country is a grave and sacred responsibility.

The distribution of poor seeds is an economic wrong.

Insistence upon a price below the cost of producing seeds of high quality is a certain way to assure the distribution of much poor seed.

Relations between the planter and the retail seedsman, between the latter and the wholesale dealer, must of necessity be based on confidence and faith.

All wholesale dealers can assure themselves of the quality and character of the seeds they distribute by obtaining their stocks from the best sources of supply, and by careful inspections of the growing crops,—and the methods of harvesting, curing, and warehousing practiced by producers.

H. M. Taylor, Seedsman, Inc., is owned and operated by members of the family of the late HUGH M. TAYLOR, who established the business nearly forty years ago. It is still serving fine old seed houses whose names were the first to be written on its books.

It is the policy of H. M. TAYLOR, SEEDSMAN, INC., to produce THE BEST WATERMELON SEED IT IS POSSIBLE TO GROW, REGARDLESS OF COST.

Because of the volume of our business, and our superior facilities, we are able to supply THE BEST SEED at approximately the same prices that are being quoted on INFERIOR SEED.

Some interest is being created in so called "RESISTANT TYPES" of watermelon.

Watermelons in common with most plants are subject to many fungus and bacterial diseases,—some more prevalent in certain areas, others affecting other localities, while some are pretty generally distributed.

A selection immune to one disease may be peculiarly susceptible to another or lacking quality. Soil and climate have much to do with the virulence of all plant diseases.

It is not safe to rely too much on these so called "Resistant" varieties or types.

By proper breeding and selection combined with proven cultural methods and "plant feeding",—or fertilizing, seeds possessing inherent vigor and the best characteristics are produced.

Plants from such seeds possess in the highest degree qualities of resistance to disease, productiveness, and of producing fruit of the finest quality.

We spare no expense or effort to produce seeds of this character, and find that the results amply justify the cost.

Our facilities for producing in large volume THE BEST Watermelon seeds are the most extensive and complete of any grower in the world.

We most cordially invite visits and the closest inspection of every feature of production and handling, and a comparison with other growers.

We sell no seeds retail. We place no seeds on consignment.

ALL OUR SEEDS ARE PLANTED, GROWN, HARVESTED, CURED AND HANDLED UNDER THE CLOSEST SUPERVISION OF TRAINED EXECUTIVES.

SEEDSMEN WHO WANT THE BEST WILL SEND US THEIR ORDERS.

## (CONTRACT) ... PRICES NOT GUARANTEED BEYOND

H. M. Taylor, Seedsman, Inc.,  
Quincy, Florida.

Gentlemen: Please grow for us during the current year the number of pounds of the different varieties of Watermelon seed written opposite the names of the varieties listed above. These seed, when delivered to be sound, well cured and cleaned, and of good germination, and to be shipped as soon as practical after harvest. You to supply bags at cost or we to supply them without cost to you, at our option. It is understood that we are to pay for the seed at the prices written in the price column at right of names of varieties on list above; that payment is to be made within sixty days from date of invoice or if paid within ten days from receipt by us of the seeds, a discount of 2% will be allowed.

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By

Your order for Watermelon seeds to be grown for you during the current season is hereby accepted, with the following conditions: We will plant an acreage of the several varieties sufficient under average normal conditions to cover all contracts, with a liberal margin for safety. But in the event of accident, crop failure, or causes not within our control, production will be prorated, and delivery made of each variety on each contract in proportion that seed available bears to the sum of all contracts.

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H. M. TAYLOR, SEEDSMAN, INC.,

By

